

PRESS RELEASE

SBM LIFE SCIENCE: A COMPLETE OFFERING ROOTED IN PLANTS AND PEST CONTROL

Ecully, March 21 – SBM Life Science a major French player in the European garden and home market, will be taking part in the 2024 edition of JdC Garden Trends from March 26 to 28 at the Parc Chanot in Marseille. This year will mark the 30th anniversary of the SBM group, and will be focused on its commitment to responsible gardening, the presentation of technical innovations, the complementarity of its offer and the strengthening of the connection with all the players in the sector.

On SBM Life Science's stand U24 in Hall 2, visitors will have the opportunity to discover new products and (re)discover all its emblematic ranges, such as **Solabiol**, **Or Brun**, **Protect Expert** and **Caussade**, as well as those from **SPG**, **LCA** and start-up **Ceercle**.

For the first time, an area dedicated to protection against mosquitoes will showcase **Thermacell's** innovative repellent solutions and **Biogents'** scientifically-proven, insecticide-free traps.



Key Information's:

- Among the highlights, **SBM Life Science** will present the progress of its advances in packaging sustainability, with its responsible packaging incorporating recycled materials. SBM will also review its exclusive "Juste Dose" dosing system, unveiled in 2023, which ensures safe and intuitive handling of concentrated products, while reducing waste. Acclaimed by users for its ease of use and real benefits,



this patented system, currently reserved for the weedkiller range, will be extended to other product families during 2024.

- The JdC will also be an opportunity for SBM to unveil **Or Brun**'s new positioning, its new baseline and its new graphic identity with a strong bias, to reinforce its position as the undisputed soil expert. Building on its history and expertise, the Or Brun brand is making an ambitious change to its flagship product L'Authentique. Convinced of the amendment's potential, SBM will share a modern, disruptive and daring approach.



-On the **Solabiol** side, visitors and partners will find the best-sellers that are the hallmark of the brand's know-how and expertise, such as Orange, a complete treatment for vegetable and fruit gardens. Orange has a triple action: against insects, mites and diseases. Another success story is Osiryf, used to accelerate root development in cuttings and transplants.



SBM's aim at this year's JdC is to offer its retailer customers innovative, customized solutions to boost sell out across all product categories. The key idea is to help them "get off the shelves" to meet consumers more easily, rather than waiting for them to come to them.

At the JdC, particular emphasis will be placed on sustainable and responsible displays to get away from the traditional shelf, attractive and interactive packaging to meet consumer needs for support, and seasonal promotional tools that will also support the purchasing power of the end consumer.

"We are looking forward to participating in this major event for the plant industry, which offers an ideal platform to present our strategic orientations, our advances in terms of innovations and to strengthen our connection with our partners and consumers. The JdC Garden Trends is indeed a unique opportunity to reaffirm our commitment to responsible gardening and to share our vision for a more sustainable future," says Laurent Davier, Managing Director of SBM Life Science France.

- On a joint stand with SBM, **SPG**, a major player and driving force in the plant market with over 5,000 product references, will be showcasing its complementary biodiversity offering, including seeds capable of attracting beneficial insects.

On the occasion of the JdC, SPG will unveil its brand repositioning "Re-enchanting the garden", resolutely focused on innovation to meet consumer expectations, and respectful of the environment and biodiversity. This repositioning is also characterized by a refocusing on highly strategic product families (such as the bean family, the flower mix family...). The historic premium brand **Caillard** will be given particular prominence in this quest to preserve biodiversity.

At the same time, the **Le Paysan** brand, aimed at supermarkets, will be celebrating its 170th anniversary, with special promotions aimed at home gardeners. Historically one of the oldest garden seed brands, Le Paysan has evolved over the years, offering the first illustrated bags, the first watertight bags, the first seed drill, etc. As modern as ever, yet firmly rooted in its history, Le Paysan is one of the most popular brands in the grocery channel.



Finally, during the JdC, SPG will talk about its sponsorship of the OFA (**Observatoire Français d'Apidologie**) and the national "Flowers for Bees" operation.

Faced with the imminent danger to our planet posed by the collapse of bee colonies, OFA was created in 2014 to alert, prevent and attempt to stem this ecological disaster. To do this, OFA is surrounding itself with specialist companies sensitive to this scourge and truly driving forces to restore biodiversity to full health in the image of SPG.



- In the "Zero Mosquitoes" zone, **Thermacell**, distributed by SBM, and Biogents, distributed by SPG, will be presenting their unique, complementary and innovative solutions.

New products will also be on display, such as Thermacell's E55 repellent diffuser. Available in stores from March 2024, the E55, rechargeable via USB cable and particularly compact, provides total protection within a 29m2 radius.



On the **Biogents** side, the new BG-GAT Reflect-Tech fly trap will be on display. The BG-GAT has been designed to prevent the reproduction of female mosquitoes (a single female that has bitten is capable of laying up to 200 eggs per clutch) by targeting and capturing them before they lay their eggs. Scientifically proven, it works without insecticides for greater respect for the environment.



The new generation BG-GAT Reflect-Tech, available in 2025, uses the attraction of water, identified by mosquitoes thanks to the polarized light reflected by its surface, to considerably increase the capture rate of BG-GAT. How does it work? Its innovative Reflect-tech polarization technology effectively mimics the surface of the water mosquitoes seek out to lay their eggs, doubling the already substantial capture rate of the original BG-GAT.



In mid-February, Biogents announced its exclusive partnership as the "Official Protector of the Tour de France" and will thus be deploying a comprehensive educational and scientific approach to the general public, local authorities and professionals, and in particular will be protecting the Fan Parks along the route.



- The SBM **Laboratoire de Combe d'Ase (LCA)** aromatherapy range will also be present on the stand, presenting its new veterinary range of natural care products for dogs and cats, which complements the aromatherapy range and enables all consumer customers to care for all members of the household, pets included, with natural, effective products made in France.



- Finally, in keeping with the collective intelligence that has always been part of the Group's DNA, the SBM stand will also welcome **Ceercle**, a Lyon-based start-up specializing in Composteur Design. On this occasion, Ceercle will unveil its new collection for the 2024/2025 season, with an exclusive semi-artisanal manufacturing process that has been entirely redesigned for lighter, more modular ranges.



ABOUT SBM LIFE SCIENCE

Let's grow
— TOMORROW —
together

SBM Life Science responds to everyone's need to reconnect with nature by putting plants at the heart of our lives.

SBM Life Science is the Home & Garden subsidiary of SBM Company, a French group of nearly 1,000 employees in 31 countries worldwide. SBM was created almost 30 years ago, is 100% independent and family-owned, and is present in a unique way in Europe and North America on the amateur and professional market.

SBM offers its customers and consumers innovative and responsible solutions and services for their plants, gardens and living spaces. The company boasts a full range of products for the protection, care and nutrition of plants, seeds, soil, and lawn seeds, as well as pest and mosquito control solutions. Ultimately, SBM meets the needs of consumers: to nourish, beautify, maintain, and defend.



SBM Life Science has deployed several flagship brands in Europe: Protect Home®, Protect Garden®, Solabiol® and Biogents, a pioneer in natural products in France since 2001. Other successful local brands complete the offer in each European country, such as NutriOne®, Phostrogen® and Stroller®.

In North America, SBM Life Science is a key player in innovation in the garden market and is positioned alongside flagship brands such as BioAdvanced® and Natria®, one of the leading organic brands.

In 2022, SBM Life Science was awarded the Great Place To Work® certification in Europe, which echoes that obtained in the United States in 2021. In France, as part of the JardinPlus® 2023 Trophies, SBM Life Science was awarded five "garden products" trophies by retail purchasing decision-makers.

For more information, please visit our web site <https://sbm-company.com/>

SPG



SPG brings gardens to life. Specialist in vegetable 🥕 and floral 🌸 seeds, and biodiversity in the garden). Founded in 1680 as a partner to the King's gardens at Versailles, SPG is now one of the leaders in the world of gardening and supports all amateur gardeners in the creation and embellishment of their living environment. SPG is also the exclusive distributor for the general public of Biogents anti-mosquito trap solutions, particularly in the fight against the invasive tiger mosquito.

SPG's ambition for the future is to take part in the renaturation, garden after garden, of our planet 🌍.

BIOGENTS



Biogents, market leader in France, is the specialist in mosquito control, particularly for the tiger mosquito. Biogents develops and produces highly effective, insecticide-free mosquito traps, used by scientists, mosquito control specialists and private individuals worldwide. Biogents also offers a tailor-made service for local authorities and tourism professionals to support them in their fight against mosquitoes.

More informations <https://eu.biogents.com/>

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